

**Making
more
health**

Portrait

PROMISOPE, South Korea

Providing early treatment planning for patients with rare diseases in South Korea

supervised by fellow Junho Lee



THE PROBLEM

In order to support their children who are newly diagnosed with a rare disease, parents in South Korea will often form and/or join online self-help and patient support groups. Unfortunately many of these online platforms do not effectively function as an information sharing and treatment recommendation community.

THE STRATEGY

Junho is pioneering Korea's first therapy records system for patients with rare disease. Through his organization - Promisope - , Junho uses an information aggregation system called 'Careple' to help users obtain advice on appropriate treatment methods and rehabilitation institutions based on the data inputted by the users.

THE IMPACT

Junho's market of potential subscribers includes 200 public centers and 20,000 private institutions in South Korea. A large subset of the current Careple user base are parents looking to provide the best treatment of their child allowing them to communicate, share thoughts and advice on their experience.

SUSTAINABILITY

Promisope's business model sells the Careple service to public and private rehabilitation centers. These centers pay a monthly fee in order to have access to the platform data thus providing the service free for all users. Promisope has also started to provide monthly subscription to welfare centers and is currently designing a business model where it provides consultation support to insurance companies, pharmaceutical companies and governmental bodies